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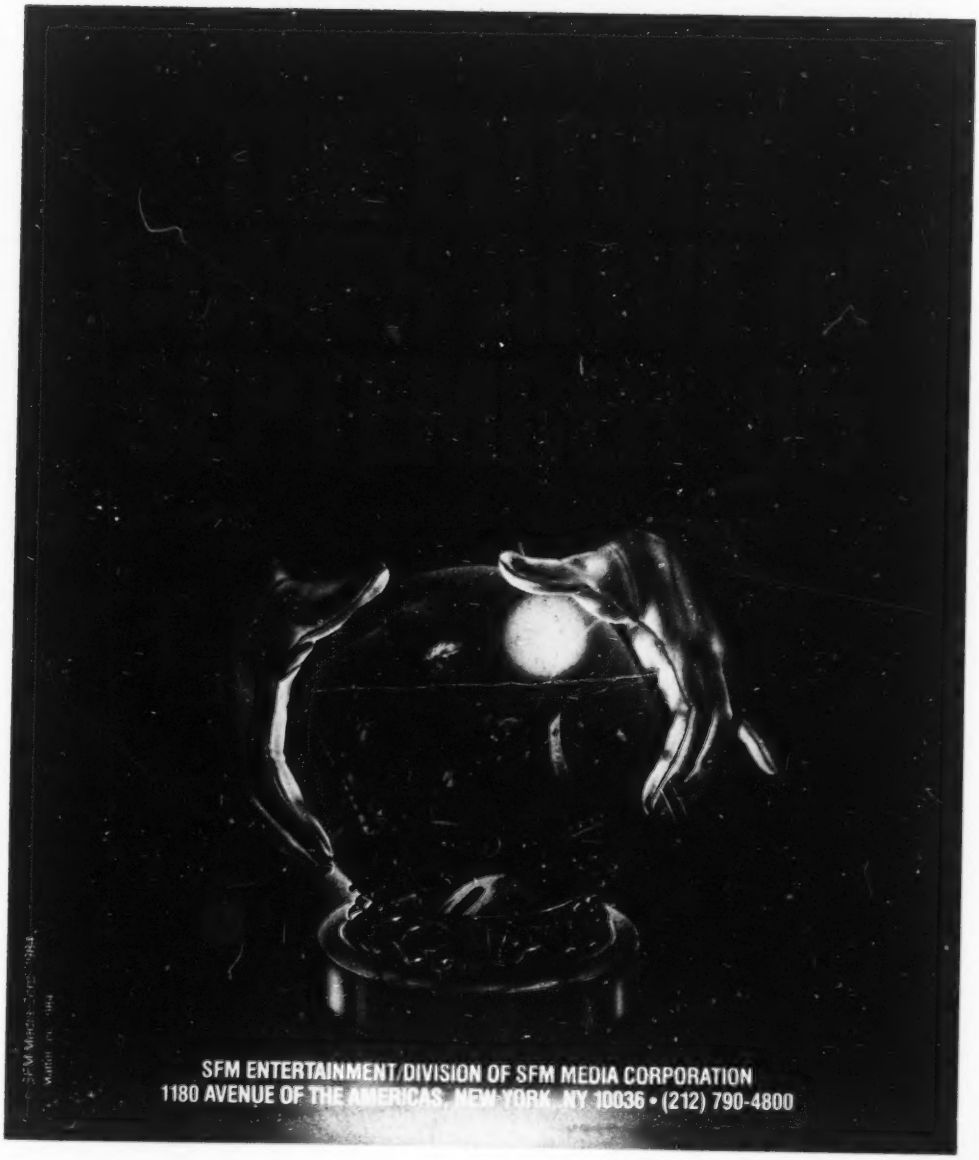
The Fifth Estate

Broadcasting Nov 12



54th Year 1984

Election '84

Ecstasy and agony over broadcast coverage

THESDA MP 20814
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CONGRESSVL INFO SRV **SAMPLE
SPI ACQ
20814SRI AT850I ZW2

Vol. 107 No. 20

Broadcasting Nov 12

Networks taken to task over election projections
FCC opens RKO stations to competing applicants
Coverage from TVB convention

ELECTION 84 □ Elected officials blast broadcast networks' practice of projections on election night, but evidence suggests turnout may not have been affected dramatically. CBS first in race to crown Reagan with second term. **PAGE 35.**

MUSICAL CHAIRS □ Chairmanships for key communications committees in Senate may change with election results with majority leader seat open. **PAGE 39.**

WINDY CITY REUNION □ Turnout for TVB convention in Chicago celebrate Reagan victory; hears panels on improving sales. **PAGE 40.**

FALLING SHORT □ Turner Broadcasting System announces that subscribership for new music video channel is far short of number made public at launch. **PAGE 41.**

OPEN SEASON □ FCC votes to open 13 RKO stations to 162 competing applicants. **PAGE 42.**

IN THE AIR □ Metro Traffic Control gives broadcasters latest news on traffic conditions in major cities, helping listeners make the commute during rush hour a little easier. **PAGE 46.**

FOOTBALL FALLOUT □ Growing pains in football—post Supreme Court decision—show ratings drop but profits rise. USFL looking for a broadcast network to air league games when it moves to fall play in 1986. **PAGE 55.**

CLEARING IT UP □ NAB asks FCC to clarify part of its TV dereg order concerning ad volume in children's shows. **PAGE 58.**

ON THE MOVE □ Ambassador Dougan spends weeks on road, explaining U.S. position on international satellites to countries in Central and South America. **PAGE 58.**

BACK TO DRAWING BOARD □ Appeals court says FCC rules on "dial-a-porn" are unconstitutional. **PAGE 60.**

DEAN TO INN □ CBS News Correspondent Morton Dean set to join Independent Network News at the end of the year. **PAGE 62.**

TURNED DOWN □ Illinois media organizations lose information request to disclose names in sexual abuse case at Supreme Court. **PAGE 62.**

SOFT NUMBERS □ Third-quarter earnings reports bear out trend that not much spot sales spillover occurred with summer Olympics and election campaigns. **PAGE 70.**

MAKING A BID □ Dow Jones makes overture to buy Des Moines Register company. **PAGE 70.**

ANA LOOK □ Association of National Advertisers meets this week in Scottsdale, Ariz., with elections, ad strategy and problems on agenda. **PAGE 75.**

HOME GROWN □ Richard Colino, who had a hand in the birth of Intelsat, now heads the organization as it enters an era of international competition. **PAGE 99.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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CBS takes week six, NBC second

CBS was the winner in week six (ending Nov. 4) of the 1984-85 prime-time season, with an average 16.3 rating and 26 share. NBC placed second with a 15.7/25 and ABC third with a 15.3/24. In taking week six, CBS picked up one-tenth of a rating point on NBC in the season-to-date race, narrowing the gap to three-tenths of a rating point.

CBS has now won four weeks in the current season and tied with NBC in week five for first place. NBC took week three with the World Series. ABC is still looking for its first win. Despite the fact that ABC won three nights last week, Sunday, Wednesday and Saturday, CBS's resounding victories on Thursday and Friday were enough to carry the week. On Thursday, the network's powerful lineup of ***Magnum PI***, ***Simon & Simon*** and ***Knot's Landing***, all in the top 20, combined for an average 18.9/30, beating NBC by slightly more than a full rating point, and ABC by more than five full rating points. On Friday, CBS's ***Dukes of Hazzard***, ***Dallas*** and ***Falcon Crest*** pounded the competition with a combined average of 20.6/33. ABC had 13.0/21.1 and NBC 11.9/19.7.

NBC won handily on Monday, beating CBS by almost 3 rating points (19.4/30), with ***TV Bloopers and Practical Jokes*** and the made-for-television movie, ***Shattered Vows***. On Tuesday, NBC beat CBS by three-tenths of a rating point (18.2/29.1) with ***A Team***, ***Riptide*** and ***Remington Steele***. CBS ran ***Aftermash***, ***E/R*** (which moved to Wednesday last week) and the made-for ***Silence of the Heart***.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.1/43
2.	Dynasty	ABC	24.9/39
3.	60 Minutes	CBS	22.8/35
4.	Falcon Crest	CBS	21.9/37
5.	Silence of the Heart	CBS	21.9/35
6.	Shattered Vows	NBC	21.3/33
7.	A Team	NBC	21.2/33
8.	Bill Cosby Show	NBC	20.0/31
9.	Hotel	ABC	19.9/34
10.	Best Little Whorehouse	ABC	19.6/32
11.	Knots Landing	CBS	19.2/32
12.	NFL Football 7-7:24	NBC	19.1/32
13.	Fall Guy	ABC	18.9/30
14.	Magnum, P.I.	CBS	18.7/29
15.	Simon & Simon	CBS	18.7/28
16.	Scarecrow & Mrs. King	CBS	18.4/28
17.	Kate & Allie	CBS	18.1/28
18.	Hill Street Blues	NBC	17.8/30
19.	Cheers	NBC	17.8/27
20.	Riptide	NBC	17.7/27
21.	Family Ties	NBC	17.2/26
22.	The Cartier Affair	NBC	17.1/27
23.	Webster	ABC	17.1/27
24.	Murder She Wrote	CBS	16.9/24
25.	Knight Rider	NBC	16.7/24
26.	Hardcastle & McCormick	ABC	16.6/24
27.	Love Boat	ABC	16.5/28
28.	Highway to Heaven	NBC	16.3/26
29.	Newhart	CBS	16.2/24
30.	Remington Steele	NBC	15.7/27
31.	Benson	ABC	15.7/26
32.	TV Bloopers & Prac. Jokes	NBC	15.7/24
33.	Seattle/San Diego football	ABC	15.5/26
34.	Night Court	NBC	15.5/24
35.	Diff'rent Strokes	NBC	15.0/26
36.	Gimme A Break	NBC	15.0/26
37.	Facts of Life	NBC	14.8/23
38.	Finder of Lost Loves	ABC	14.6/27
39.	Trapper John, M.D.	CBS	14.5/24
40.	Who's the Boss?	ABC	14.5/22
41.	V	NBC	14.4/23
42.	Cagney & Lacey	CBS	14.3/24
43.	Three's A Crowd	ABC	14.3/23
44.	Jeffersons	CBS	14.2/21
45.	Mike Hammer	CBS	13.7/24
46.	NFL Football—post	NBC	13.7/23
47.	Cover-Up	CBS	13.6/25
48.	3 Wishes of Billy Grier	ABC	13.5/21
49.	St. Elsewhere	NBC	13.4/23
50.	20/20	ABC	13.3/22
51.	It's Your Move	NBC	13.1/20
52.	Call to Glory	ABC	13.1/20
53.	T.J. Hooker	ABC	13.0/22
54.	Dukes of Hazzard	CBS	12.9/21
55.	Ripley's Believe It Or Not	ABC	12.9/20
56.	Alice	CBS	12.7/19
57.	Miami Vice	NBC	12.1/21
58.	Airwolf	CBS	11.7/20
59.	Hawaiian Heat	ABC	11.4/18
60.	Matt Houston	ABC	11.3/19
61.	Silver Spoons	NBC	11.3/17
62.	E/R	CBS	10.6/16
63.	Charles In Charge	CBS	10.5/17
64.	Partners In Crime	NBC	10.4/18
65.	Paper Dolls	ABC	10.4/16
66.	Sweet Revenge	CBS	10.0/16
67.	Hunter	NBC	9.3/15
68.	AfterMASH	CBS	9.2/14
69.	Hot Pursuit	NBC	9.0/17
70.	Dreams	CBS	8.8/14
71.	Jessie	ABC	7.7/13

*indicates premiere episode

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■ KDOG (96.7 mhz) North Mankato, Minn.—Accepted for filing app. to make changes in ant. sys. Action Oct. 26.

■ WJDR (98.3 mhz) Prentiss, Miss.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 325 ft. Action Oct. 25.

■ KYKY-FM (98.1 mhz) St. Louis—Accepted for filing app. to change TL and make changes in ant. sys. Action Oct. 19.

■ KKBC (97.3 mhz) Carson City, Nev.—Accepted for filing app. to change TL; change ERP to 70 kw, and change HAAT to 2,240 ft. Action Oct. 19.

■ *WFRS (88.5 mhz) Smithtown, N.Y.—Accepted for filing app. to change ERP to 1.78 kw; change HAAT to 417 ft., and install DA. Action Oct. 18.

■ WELP-FM (103.9 mhz) Easly, S.C.—Granted app. to change HAAT to 328 ft. Action Oct. 25.

■ KJIM (94.9 mhz) Arlington-Fort Worth, Tex.—Dismissed app. to make changes in ant. sys. Action Oct. 30.

■ KQXX (98.5 mhz) McAllen, Tex.—Granted app. to change HAAT to 100 ft. Action Oct. 23.

■ WAVA (105.1 mhz) Arlington, Va.—Dismissed app. to change TL; change ERP to 29 kw, and change HAAT to 668 ft. Action Oct. 30.

■ KSWW (97.7 mhz) Raymond, Wash.—Granted app. to make changes in ant. sys. Action Oct. 23.

■ WTCR (103.3 mhz) Huntington, W. Va.—Accepted for filing app. to change TL. Action Oct. 22.

TV's

■ WZDX (ch. 54) Huntsville, Ala.—Granted app. to change ERP to vis. 2,223.31 kw, aur. 222.33 kw; change HAAT to 1,692 ft.; install DA, and change TL. Action Oct. 26.

■ *WNJB (ch. 58) New Brunswick, N.J.—Granted app. to change ERP to vis. 498. 75 kw, aur. 74.8 kw. Action Oct. 26.

■ KOB-TV (ch. 4) Albuquerque, N.M.—Granted app. to install aux. ant. Action Oct. 26.

■ WIXT-TV (ch. 9) Syracuse, N.Y.—Granted app. to change SL. Action Oct. 26.

■ KXWY-TV (ch. 20) Casper, Wyo.—Granted app. to change ERP to vis. 68 kw, aur. 6.8 kw; change HAAT to 1,744 ft., and change TL. Action Oct. 29.

In Contest

The review board made the following decisions:

Hammond, Ind. (Apogee Inc., et al.) TV Proceeding. Scheduled oral argument for Nov. 16 on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Pan American Broadcasting Co. for a new TV station on ch. 62 at Hammond and denying the apps. of Apogee Inc., Hammond Indiana TV Inc., Jovon Minority Broadcasting Corp., and Cross Country Network Inc. Each party has 20 minutes for argument. Apogee, Hammond, Jovon and Cross Country may reserve part of their time for rebuttal. By letter, Oct. 15.

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Scheduled oral argument for Nov. 30 on exceptions to the initial decision of ALJ James F. Tierney granting app. of Pepper Schultz for a new FM station at Sparks and denying the app. of Comstock. Each party has 20 minutes for argument. Comstock may reserve part of its time for rebuttal. By letter, Oct. 31.

ALJ Joseph Chachkin made the following decisions:

Oxford, Miss. (John M. McKenzie and Oxford Radio) FM Proceeding. Granted joint request for settlement; dismissed McKenzie's app. with prejudice; granted Oxford's app. for a new FM station at Oxford, and terminated proceeding. By MO&O, Oct. 18.

Eastover and Wedgefield, S.C. (W. Erwin and Gail S. Branham and Wedgefield Communications) FM Proceeding. Granted motion for summary decision by Wedgefield and resolved community issue in its favor; granted joint request for settlement; dismissed Branham's app. with prejudice; granted Wedgefield's app. for new FM station at Wedgefield, and terminated proceeding. By MO&O, Oct. 19.

Dallas (Ideal Licensee Ltd., et al.) TV Proceeding. Granted joint request for settlement agreement by Ideal Licensee Ltd., Dallas 58 Inc., Associated Communications Corp., Ark Communications Corp. and Texas Women in Broadcasting Inc. and dismissed their apps. with prejudice; granted the app. of Metroplex Broadcasting Co. for a new UHF TV station on ch. 58 at Dallas, and terminated proceeding. By MO&O, Oct. 24.

Milwaukee (TV 58 Ltd, et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice the apps. of George Frittzinger, Enhancement Services Inc., Milwaukee Broadcasting Limited Partnership and Glory Ministries, in return TV 58 Ltd. and Zodiac Partnership reimbursed dismissing applicants. By MO&O, Oct. 24.

ALJ John H. Conlin made the following decision:

Smiths Grove, Ky. (Faye S. Anderson, et al.) FM Proceeding. Granted summary decision and resolved air hazard in favor of Anderson. By order, Oct. 22.

ALJ John M. Frysiak made the following decision:

Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted summary decision by Jamestown TV and resolved the transmitter site issues in its favor. By MO&O, Oct. 17.

ALJ Byron E. Harrison made the following decisions:

Rancho Palos Verdes, Calif. (South Bay Broadcasting Co., et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice app. of California Telecasters. By order, Oct. 23.

Key West, Fla. (Frank K. Keevan & Son Inc. and WANM Inc.) FM Proceeding. Granted joint request for settlement agreement and approved merger; dismissed Deevan's app.; conditionally granted WANM's app. for a new FM station at Key West, and terminated proceeding. By MO&O, Oct. 29.

Roswell, N.M. (KCBD Associates, et al.) TV Proceeding. Granted motion by KCBD Associates to the extent of adding city-grade coverage issue against Western Sun Broadcasting Co. By order, Oct. 24.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Womens Media and resolved air hazard issue in its favor. By order, Oct. 24.

ALJ Edward J. Kuhlmann made the following decisions:

Evergreen, Colo. (Payne Communications Inc., et al.) FM Proceeding. Granted motions for summary decision and resolved terrain shadowing issues in favor of Best Evergreen Broadcasting Co., Evergreen Broadcasting Corp. II, Ever-Green Radio Inc., Evergreen Communications Co., Janet Hunter Driggs, Evergreen Broadcasting Co., and Group Y Communications Investment Partnership Ltd.; granted petition for reconsideration by Lord Broadcasting and reinstated its app., and designated short spacing issue against Lord Broadcasting. By MO&O, Oct. 11.

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motions by Juarez Communications Corp. and Minority Broadcasting Co. of the Midwest Inc. for dismissal of their apps.; ordered Latin American Broadcasting Corp. to show cause within 10 days why its app. should not be dismissed for failure to prosecute; granted motion for summary decision by Rodriquez-Mendex Partnership and resolved the air hazard issue in its favor, and petition by Dario Gonzalez to enlarge issues against Latin American held in abeyance until 10 days from release of the order. By MO&O, Oct. 17.

La Crescent, Minn. (Highlands Broadcast Associates) AM Proceeding. Granted joint request for settlement agreement by Highlands Broadcast and Cox Communications, Inc.; granted Cox's request to withdraw its petition to deny Highland's app.; conditionally granted Highland's app. for a new AM station on 750 khz at La Crescent, and terminated proceeding. By MO&O, Oct. 29.

Minot, N.D. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted joint request for settlement agreement; dismissed Raleigh's app. with prejudice; granted Telecrafter's app. for a new MDS station on channel 1 at Minot, and terminated proceeding. By MO&O, Oct. 30.

Mount Pleasant, S.C. (Dunnagan Broadcasting Co., et al.) FM Proceeding. Granted joint requests for settlement; dismissed apps. of Small Broadcasting Co. and Dunnagan Broadcasting Co.; granted app. of L & S Broadcasting for new FM station on channel 285A at Mount Pleasant, and terminated proceeding. By MO&O, Oct. 15.

ALJ Walter C. Miller made the following decisions:

Valdosta, Ga. (Valdosta Televsion Inc., et al.) FM Proceeding. By separate orders: granted motions by Multi-Media Broadcasting Inc. and dismissed Valdosta Television's and WGAF Inc.'s apps. with prejudice. By MO&Os, Oct. 15.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted request by Walton Broadcasting Inc. to dismiss its app.; by separate actions: granted motions for summary decision by JMJ Communications Inc. and resolved air hazard issue in its favor; granted motion for summary decision by Walton Broadcasting Inc. and resolved air hazard issue contingent environmental impact issue in its favor. By order, Oct. 22, By MO&O, Oct. 23 and 29.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted motion by Maurice Broadcasting and added public inspection file issue against Mercury Broadcasting. By MO&O, Oct. 15.

East Hampton, N.Y. (East Hampton Broadcasting Co., et al.) FM Proceeding. Granted motion for summary decision by John F. Shea III and resolved the air hazard issue in his favor. By MO&O, Oct. 18.

Upper Sandusky, Ohio (T.P. Communications Inc. and U.S. Communications Inc.) FM Proceeding. Granted motion by U.S. Communications and enlarged issues against T.P. Communications to determine whether it transferred control of WYAN-FM without FCC approval; to examine facts and circumstances surrounding its failure to file June 17, 1983, option purchase agreement that its president intered into with Lynn Marshall; and to determine whether it abused the FCC's processes in the post-designation handling of its public inspection files, and what effect those violations have on T.P.'s basic and/or comparative qualifications to remain a licensee. By MO&O, Oct. 22.

Cleveland, Tenn. (Silvey-Towe Television, et al.) TV Proceeding. By separate orders: granted motion for summary decision by Cleveland Television Ltd. and resolved air hazard issue in its favor; granted motion for a second summary decision by WFLI Inc. and resolved common ownership issue in its favor. By MO&O, Oct. 24 and 30.

ALJ Joseph Stirmer made the following decisions:

Sacramento, Calif. (Digital Paging Systems Inc. and McClatchy Newspapers) MDS Proceeding. Granted joint request for settlement agreement; dismissed McClatchy's app. with prejudice; conditionally granted amended Digital app. which specifies Sacramento MDS Co. as the applicant, and terminated proceeding. By MO&O, Oct. 30.

Ames and Cedar Rapids, Iowa (Metro Program Network Inc.) TV Proceeding. Granted motion for summary decision by Metro and resolved the short-spacing issue in its favor; by separate actions, added issues against Metro to determine whether its proposals in these or other comparative TV proceedings; to integrate Gerald Fitzgerald, its sole stockholder, as general manager have been made without a good faith intention of effectuation and whether it has misrepresented this fact to the commission. By MO&O, Oct. 18.

Norman, Okla. (Powell Community Television and Daystar Broadcasting Corp.) TV Proceeding. Granted joint motion for settlement agreement; dismissed Powell's app. with prej-

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.